In the Claims

<u>**Listing of Claims**</u>

This listing of claims will replace all prior versions, and listings of claims in the application.

1.   (previously presented) A computer implemented method of providing to a customer customized media at a physical point of sale (PPOS) at a time of a sales transaction for a good/service, comprising the steps of:

storing a plurality of customer media profiles in a computer memory, each of the customer media profiles comprising a customer identifier and a media content type identifier associated with the customer identifier, the media content type identifier identifying a type of information, the type of information comprising information that is pre-selected by the customer prior to the time of the sales transaction for a good/service;

receiving a customer identifier from a customer at a point of sale computer located proximate to the PPOS, the point-of-sale computer being in electronic communication with the computer memory;

retrieving from the computer memory a media profile that is associated with the customer identifier received from the customer, by the point-of-sale computer;

generating via a computer processor an item of current time-sensitive information, the content of the generated item of current time-sensitive information being determined by the time of the sales transaction for the good/service and the type of information pre-selected by the customer and identified in the retrieved media profile; and

communicating the generated item of current time-sensitive information, to the customer at the PPOS proximate to the time of the sales transaction.

2. (previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises providing to the customer at the PPOS a printed publication including the generated item of current time-sensitive information.

3. (previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises printing the item of current time-sensitive information.

4. (previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises printing the item of current time-sensitive information on the group consisting of a tray mat, packaging, coffee cup, or bag, that is provided to the customer.

5.-6. Canceled

7. (previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises wirelessly transmitting the item of current time-sensitive information to the customer.

8. (previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises wirelessly transmitting the item of current time-sensitive information to a mobile computer device of the customer.

9.　　(previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises wirelessly transmitting at the PPOS the item of current time-sensitive information to a personal digital assistant of the customer.

10.　　(previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises wirelessly transmitting at the PPOS the item of current time-sensitive information to a personal communication device of the customer.

11.　　(previously presented) The method of claim 1, wherein the step of communicating the generated item of current time-sensitive information comprises wirelessly transmitting at the PPOS the item of current time-sensitive information to a web-enabled telephone of the customer.

12.　　(original) The method of claim 1, wherein the media profile is unique to the customer.

13.　　Canceled

14.　　(previously presented) The method of claim 1, further comprising receiving, via a communications network, a plurality of media profiles, wherein the customer selects the media content type when setting up or editing the media profile.

15.　　(original) The method of claim 14, wherein the setting up or editing of the media profile by the customer is accomplished online via the Internet.

16. (previously presented) The method of claim 1, wherein the item of current time-sensitive information includes information obtained over a communications network at the time of the sales transaction of the good or service.

17. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises an electronic coupon.

18. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises a game piece of a promotion associated with the good or service sold.

19. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises AvantGo™ type channel content.

20. (withdrawn) The method of claim 1, wherein the item of the identified media content type includes a movie/video review.

21. (withdrawn) The method of claim 1, wherein the item of the identified media content type includes a movie or video review of an upcoming or currently released movie or video.

22. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises an electronic publication to which the customer subscribes.

23. (withdrawn) The method of claim 22, wherein the publication is a magazine.

24.   (withdrawn) The method of claim 23, wherein subscription information of the customer is stored in association with the unique identifier of the customer.

25.   (withdrawn) The method of claim 1, wherein the media content type comprises weather information.

26.   (withdrawn) The method of claim 1, wherein the media content type comprises nutritional information.

27.   (withdrawn) The method of claim 1, wherein the media content type comprises sports information.

28.   (withdrawn) The method of claim 1, wherein the media content type comprises news.

29.   (withdrawn) The method of claim 1, wherein the media content type comprises financial information.

30.   (withdrawn) The method of claim 1, wherein the media content type comprises a stock quote.

31.   (withdrawn) The method of claim 30, wherein the stock quote comprises a real-time stock quote.

32.   (withdrawn) The method of claim 1, wherein the media content type comprises traffic information.

33.   (withdrawn) The method of claim 32, wherein the traffic information pertains to a route predetermined by the customer.

34.   (withdrawn) The method of claim 1, wherein the media content type comprises a horoscope of the customer.

35.   (withdrawn) The method of claim 1, wherein the item of current time-sensitive information comprises a cup sleeve having the item of the identified media content type printed thereon.

36.   (withdrawn) The method of claim 1, wherein the generated item of current time-sensitive information comprises a bag having the item of the identified media content type printed thereon.

37.   (withdrawn) The method of claim 1, wherein the generated item of current time-sensitive information includes a collection of web clippings.

38.   (withdrawn) The method of claim 1, wherein the generated item of current time-sensitive information includes a printout of a web page.

39 – 40. (canceled)

41.   (withdrawn) The method of claim 1, wherein the generated item of current time-sensitive information includes audio.

42.   (withdrawn) The method of claim 1, wherein the generated item of current time-sensitive information includes audio-video.

43.   (withdrawn) The method of claim 1, wherein the generated item of current time-sensitive information includes images and/or pictures.

44 – 54. (canceled)

55.   (original) The method of claim 1, wherein the identifier comprises an account number of a loyalty program in which the customer is enrolled.

56.   (original) The method of claim 1, wherein the identifier comprises a public key of a public-private key pair of the customer.

57.   (original) The method of claim 1, wherein the step of receiving an identifier at the time of the sale of the good or service comprises reading the identifier from a magnetic stripe card of the customer at the PPOS.

58.   (withdrawn-currently amended) A computer implemented method of providing customized media to a customer at a physical point of sale (PPOS) at a time of a sales transaction for a good or service comprising the steps of:

[[(a)]]   accessing a plurality of customer media profiles stored in a computer memory, each of the customer media profiles comprising a customer identifier and a media content type identifier associated with the customer identifier, the media content type identifier identifying a type of information, the type of information comprising information that is pre-selected by the customer prior to the time of the sales transaction for a good/service;

[[(b)]]   receiving the customer identifier from the customer at a point of sale computer located proximate the PPOS, the point-of-sale computer being in electronic communication with the database;

[[(c)]]   determining via a computer processor the type of information that has been pre-selected by the customer prior to the time of the sales transaction for a good/service;

[[(d)]]   generating via the computer processor an item of current time-sensitive information, the content of the generated item of current time-sensitive information being determined by the time of the sales transaction for the good/service and the type of information pre-selected by the customer identified in the retrieved media profile; and

[[(d)]]   communicating the generated item of current time-sensitive information to the customer at the PPOS proximate to the time of the sales transaction.

59.   (withdrawn) The method of claim 58, wherein the identifier uniquely identifies the customer.

60. (withdrawn) The method of claim 58, wherein the identifier uniquely identifies a class of customers from a plurality of classes of customers.

61. (withdrawn) The method of claim 58, wherein the classes of customers are mutually exclusive.

62. (withdrawn) The method of claim 58, wherein the identifier uniquely identifies a subset of classes of customers from a set of a plurality of classes of customers.

63. (withdrawn) A method comprising:

(a) maintaining in a computer database a plurality of media profiles for customers, each media profile each media profile identifying types of media content previously identified by each customer;

(b) receiving a unique identifier and retrieving the media profile for the unique identifier received;

(c) obtaining media content in accordance with the media profile identified in the retrieved media profile; and

(d) communicating the media content to the particular customer in conjunction with a purchase by the customer at a physical point of sale of the purchase.

64. (previously presented) A computer system for providing to a customer customized media at a physical point of sale (PPOS) at a time of a sales transaction for a good/service, comprising:

a computer memory for

storing a plurality of customer media profiles in a computer memory, each of the

customer media profiles comprising a customer identifier and a media content type identifier

associated with the customer identifier, the media content type identifier identifying a type of

information, the type of information comprising information that is pre-selected by the

customer prior to the time of the sales transaction for a good/service;

a computer processor for

receiving a customer identifier from a customer at a point of sale computer located

proximate to the PPOS, the point-of-sale computer being in electronic communication with

the computer memory;

retrieving from the computer memory a media profile that is associated with the

customer identifier received from the customer, by the point-of-sale computer;

generating an item of current time-sensitive information, the content of the

generated item of current time-sensitive information being determined by the time of the

sales transaction for the good/service and the type of information pre-selected by the

customer and identified in the retrieved media profile; and

communicating the generated item of current time-sensitive information to the

customer at the PPOS proximate to the time of the sales transaction.

65.   (previously presented) A computer program product comprising software for providing to

a customer customized media at a physical point of sale (PPOS) at a time of a sales transaction for a

good/service, the computer program product being comprised of a computer readable medium

having stored thereon instructions, which when executed by a processor, cause the processor to:

store a plurality of customer media profiles in a computer memory, each of the customer media profiles comprising a customer identifier and a media content type identifier associated with the customer identifier, the media content type identifier identifying a type of information, the type of information comprising information that is pre-selected by the customer prior to the time of the sales transaction for a good/service;

receive a customer identifier from a customer at a point of sale computer located proximate to the PPOS, the point-of-sale computer being in electronic communication with the computer memory;

retrieve from the computer memory a media profile that is associated with the customer identifier received from the customer, by the point-of-sale computer;

generate via a computer processor an item of current time-sensitive information, the content of the generated item of current time-sensitive information being determined by the time of the sales transaction for the good/service and the type of information pre-selected by the customer and identified in the retrieved media profile; and

communicate the generated item of current time-sensitive information to the customer at the PPOS proximate to the time of the sales transaction.

66.   (previously presented) The computer system of claim 64, wherein the step of communicating the generated item of current time-sensitive information comprises providing to the customer at the PPOS a printed publication including the generated item of current time-sensitive information.

67.   (previously presented) The computer system of claim 64, wherein the step of communicating the generated item of current time-sensitive information comprises printing the item of current time-sensitive information.

68.   (previously presented) The computer system of claim 64, wherein the step of communicating the generated item of current time-sensitive information comprises printing the item of current time-sensitive information on the group consisting of a tray mat, packaging, coffee cup, or bag, that is provided to the customer.

69.   (previously presented) The computer system of claim 64, wherein the step of communicating the generated item of current time-sensitive information comprises wirelessly transmitting the item of current time-sensitive information to the customer.

70.   (previously presented) The computer system of claim 64, wherein the step of communicating the generated item of current time-sensitive information comprises wirelessly transmitting the item of current time-sensitive information to a mobile computer device of the customer.

71.   (previously presented) The computer system of claim 64, wherein the media profile is unique to the customer.

72.   (previously presented) The computer system of claim 64, wherein the identifier uniquely identifies a class of customers from a plurality of classes of customers.

73.   (previously presented) The computer system of claim 64, wherein the classes of customers are mutually exclusive.

74.   (previously presented) The computer system of claim 64, wherein the identifier uniquely identifies a subset of classes of customers from a set of a plurality of classes of customers.

75.   (previously presented) The computer system of claim 64, further comprising receiving, via a communications network, a plurality of media profiles, wherein the customer selects the media content type when setting up or editing the media profile.

76.   (previously presented) The computer system of claim 64, wherein the setting up or editing of the media profile by the customer is accomplished online via the Internet.

77.   (previously presented) The computer system of claim 64, wherein the item of current time-sensitive information includes information obtained via a communications network at the time of the sales transaction of the good or service.

78.   (previously presented) The computer program product of claim 65, wherein the step of communicating the generated item of current time-sensitive information comprises providing to the customer at the PPOS a printed publication including the generated item of current time-sensitive information.

79.   (previously presented) The computer program product of claim 65, wherein the step of

communicating the generated item of current time-sensitive information comprises printing the item

of current time-sensitive information.

80.   (previously presented) The computer program product of claim 65, wherein the step of

communicating the generated item of current time-sensitive information comprises printing the item

of time-sensitive information on the group consisting of a tray mat, packaging, coffee cup, or bag,

that is provided to the customer

81.   (previously presented) The computer program product of claim 65, wherein the step of

communicating the generated item of current time-sensitive information comprises wirelessly

transmitting the item of current time-sensitive information to the customer.

82.   (previously presented) The computer program product of claim 65, wherein the step of

communicating the generated item of current time-sensitive information comprises wirelessly

transmitting the item of current time-sensitive information to a mobile computer device of the

customer.

83.   (previously presented) The computer program product of claim 65, wherein the media

profile is unique to the customer.

84.   (previously presented) The computer program product of claim 65, wherein the identifier

uniquely identifies a class of customers from a plurality of classes of customers.

85.   (previously presented) The computer program product of claim 65, wherein the classes of customers are mutually exclusive.

86.   (previously presented) The computer program product of claim 65, wherein the identifier uniquely identifies a subset of classes of customers from a set of a plurality of classes of customers.

87.   (previously presented) The computer program product of claim 65, further comprising receiving, via a communications network, a plurality of media profiles, wherein the customer selects the media content type when setting up or editing the media profile.

88.   (previously presented) The computer program product of claim 65, wherein the setting up or editing of the media profile by the customer is accomplished online via the Internet.

89.   (previously presented) The computer program product of claim 65, wherein the item of current time-sensitive information includes information obtained over a communications network at the time of the sales transaction of the good or service.